

Ray Noonan

DON FITZGERALD

RJ Reynolds

Tobacco Company

Lucinda C. Sheer

Assistant Marketing Manager
401 N. Main Street
Winston-Salem, NC 27102
Phone 1-910-741-2619
Fax 1-910-741-4700

Lillian -

Send to

offhand,

Bill

cc Don Fitz

September 8, 1997

To: Area Operations Managers

Subject: OOH Field Survey

Gentlemen:

Per our meeting last week regarding Winston out of home advertising, the Winston marketing group will appreciate you contacting your regional managers to obtain their input on the effectiveness of our out of home presence during the first five weeks of the re-launch of Winston.

OOH presence may include bulletins (14'x48", 10'x22' and 5'x11' billboards, taxi toppers, bus shelters, bus signs, semi tractor-trailers, pump toppers and one sheets at retail.

I realize that the regional manager probably has not been out to see each market in their region by this time, but the information they could provide for the markets that they have been in since the first of August could help a great deal in identifying potential problems. By market, we need to know if Winston's presence is "high", "medium" or "low". The definitions are:

High - out of home is "everywhere"

Medium - out of home is "good" but not dominant

Low - out of home is rarely seen or not at all

We would appreciate you returning the information you obtain by September 19, 1997, on the form attached. (Enter information in the table)
Please feel free to call me with any questions.

Sincerely,

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RJR Division	Market	H/M/L	RJR Division	Market	H/M/L
BOSTON, MA	BOSTON, MA		NORFOLK	NORFOLK, VA	
	FALL RIVER, MA			PETERSBURG/HOPEWELL	
	LOWELL, MA			ROCKY MOUNT, NC	
	NEW BEDFORD, MA			RICHMOND, VA	
	PROVIDENCE, RI				
	WORCESTER, MA		FAYETTEVILLE	FAYETTEVILLE, NC	
				GOLDSBORO, NC	
HARTFORD	HARTFORD, CT			GREENVILLE, NC	
	NEW HAVEN, CT			SANFORD, NC	
	WATERBURY, CT			JACKSONVILLE, NC	
				WILMINGTON, NC	
PORTLAND	PORTLAND, ME			WILSON, NC	
PHILADELPHIA	PHILADELPHIA, PA		CHARLESTON	BECKLEY, WV	
	WILMINGTON, DE				
	ALLENTOWN, PA		FRESNO	SACRAMENTO, CA	
	SUSSEX COUNTY, DE			STOCKTON, CA	
	ATLANTIC CITY, NJ			MODESTO, CA	
BALTIMORE	BALTIMORE, MD		BAKERSFIELD	BAKERSFIELD, CA	
				RIDGECREST, CA	
CENTRAL JERSEY	TRENTON, NJ			VISALIA, CA	
				ROSEMOND, CA	
NEWARK	NEWARK			SAN LUIS OBISPO, CA	
	JERSEY CITY, NJ				
	PATTERSON		SAN FRANCISCO	MERCED COUNTY, CA	
				OAKLAND, CA	
NEW YORK	NEW YORK, NY			SALINAS, CA	
	NASSAU-SUFFOLK, NY			SAN FRANCISCO, CA	
				SAN JOSE, CA	
YONKERS	WESTCHESTER, NY			SANTA ROSA, CA	
	BRIDGEPORT, CT			OROVILLE, CA	
	STAMFORD, CT			REDDING, CA	
	DANBURY, CT			RENO, NV	
				FRESNO, CA	
ALBANY	ALBANY, NY	<i>m</i>			
	MIDDLETOWN, NY	<i>m</i>	LOS ANGELES	LANCASTER, CA	
				LOS ANGELES, CA	
BUFFALO	BUFFALO, NY	M		SAN BERNARDINO, CA	
	ELMIRA/CORNING, NY	M		TWENTY-NINE PALM, CA	
	ROCHESTER, NY	M		WNTURA-OXNARD, CA	
	SHAMOKIN, PA	L		VENTURA-OXNARD, CA	
One Sheets	just beginning to appear at	retail in Sept	in Buffalo	VICTORVILLE, CA	
NASHUA	CONCORD, NH	<i>L</i>		PALM SPRINGS, CA	
	HOOKSET, NH	<i>L</i>			
	MANCHESTER, NH	<i>L</i>	PHOENIX	LAS VEGAS, NV	

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				PHOENIX, AZ	
SPRINGFIELD	PITTSFIELD, MA			TUCSON, AZ	
	SPRINGFIELD, MA			YUMA, AZ	
SYRACUSE	SYRACUSE, NY	H	SAN DIEGO	CALIXICO, CA	
	UTICA, NY	H		SAN DIEGO, CA	
	SCRANTON, PA	H		OCEANSIDE, CA	
	BINGHAMTON, NY	m			
	ITHACA, NY	M	BOISE	BOISE, ID	
	WATERTOWN, NY	m		LEWISTON, ID	
				MISSOULA, MT	
CANTON	AKRON, OH			NAMPA-CALDWELL, ID	
	CANTON, OH				
	STEUBENVILLE, OH		SALT LAKE CITY	POCATELLO, ID	
	MANSFIELD, OH			IDAHO FALLS, ID	
	PARKERSBURG, WV			TWIN FALLS, ID	
	WHEELING, WV				
			PORTLAND	CORVALLIS-ALBANY, OR	
HARRISBURG	ALTOONA, PA			EUGENE, OR	
	HARRISBURG, PA			MEDFORD, OR	
	LANCASTER, PA			SALEM, OR	
	READING, PA			PROTLAND, OR	
	YORK, PA				
	WILLIAMSPORT, PA		SEATTLE	BREMERTON, WA	
				SEATTLE, WA	
PITTSBURGH	CLARKSBURG, WV				
	CUMBERLAND, MD		SPOKANE	SPOKANE, WA	
	MORGANTOWN, WV			TACOMA, WA	
	CLEARFIELD, PA	M		YAKIMA, WA	
	DU BOIS, PA	M		WALLA WALLA, WA	
	NEW CASTLE, PA				
	YOUNGSTOWN, OH		AUSTIN	AUSTIN, TX	
	PITTSBURGH, PA			BRYAN-COLLEGE, TX	
	ERIE, PA			KILLEEN-FT. HOOD, TX	
				SAN ANGELO, TX	
CLEVELAND, OH	CLEVELAND, OH			TEMPLE-BELTON, TX	
				WACO, TX	
COLUMBUS, OH	COLUMBUS, OH				
	DAYTON, OH		ABILENE	ABILENE, TX	
	SPRINGFIELD, OH			ALAMOGORDO, NM	
				CLOVIS, NM	
CINCINNATI	CINCINNATI, OH			HOBBS, NM	
	HAMILTON-MIDDLETON			MIDLAND, TX	
	COVINGTON, KY			ODESSA, TX	
				PLAINVIEW, TX	
LOUISVILLE, KY	LOUISVILLE, KY			WICHITA FALLS, TX	
	BOWLING GREEN, KY				

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